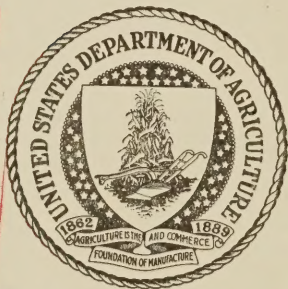


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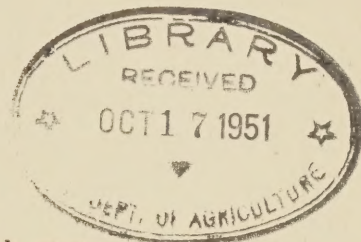
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UNITED STATES DEPARTMENT OF AGRICULTURE
EXTENSION SERVICE
Division of Agricultural Economics

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E. A. Johnson 7-30-51

REPORT WRITING



A. Introduction

Capture attention with:

1. A pertinent well-told story - an incident with warm, human-interest appeal that is directly related to your work.
2. A startling statement of fact or opinion.
3. A provocative question.

B. Accomplishment

1. This is the reason for your report.
2. This is your main idea or topic paragraph.
3. This is the framework or skeleton around which you build your report.

C. Significance

1. Here you interpret your report to the reader.
2. Here you illustrate the importance of your work to the public.
3. Here you support each statement of fact with illustrations of actual results.
4. Here is the body of your report.

D. History

1. Include a statement about the circumstances which led to the development of the project.
2. Include highlights about the work done in previous years.

E. Outlook

1. What is the future for your project?
2. What is your estimation of the probable results?
3. What are your goals for this work?

